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EXAMINER	
JANVIER, JEAN D	
ART UNIT	**PAPER NUMBER**
3622	

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Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/401,939	SCOGGIE ET AL.	
	Examiner	Art Unit	
	Jean Janvier	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on _____.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *32-76* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *32-70 and 71-76* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

Detailed Action

Specification

Claim Status

Claims 32-70 and 71-76 are currently pending in the Application.

General Comments

Concerning claims 32, 45 and 58, in the limitations "generating token data depending on said selection data", the term "token" defines coupon offers preferably in coded form, such as bar codes, but the token is not immediately recognized as a coupon per se (although it has coupon data encoded thereon). Subsequently, the token is transmitted to the user or user's computer and the user takes the token to his selected store, encoded on the token, and receives, upon purchasing the required item as encoded on the token, the appropriate purchase incentive or discount or promotion automatically or a voucher, redeemable on a future purchase, may be provided to the user instead and in accordance with the purchase incentive or promotion received from the central computer database and stored in the local store server database (See embodiments of figs. 13 and 18 of the specification). In other words, the token, which can very well be a piece of paper, has data similar to coupon data encoded thereon except for the discount

value or the purchase incentive itself that is stored locally at the redemption site or on a remote central repository accessible by the redemption site system. In any event, whether a token or a coupon (e-coupon) is being presented for use, the redemption is virtually or substantially performed the same way, especially if the coupon distribution and redemption are conducted electronically.

Finally, "generating a purchase incentive based..." is interpreted as --retrieving the purchase incentive from the local store server in response to the token bearer's or identified user's purchase of the required item as read from the token--. Here, the "purchase incentive" was earlier transmitted from the main computer central repository to the selected local store server database in response to the user's selection.

Claim Objections

Claims 32, 44, 45, 57, 58, 70 and 74 are objected to because of the following informalities-

Concerning claim 32, there is a gap between the step of "transmitting said token data from said main computer to said personal computer over said computer network" and the step of "identifying said token data in a retail store in association with items being purchased at said retail store". Here, it is not clear how the token data are being associated with a consumer during a transaction or whether or not the token data are made available in a database for later retrieval or being printed on a piece of paper at the personal computer or encoded on a medium or a card and the consumer presents the printed paper or the card, having the token data imprinted or

encoded thereon respectively, to effect a redemption at the retail store. In prosecuting the claims, the Examiner assumes, in one instance, that the token data (coupon selection information) are either printed on a piece of paper at a terminal or encoded on a card, which is presented at a checkout during a redemption and the printed paper or card is being referred here as a token. It is further assumed that the token or printed paper (receipt reminder) or card can be used as an identification means to identify the customer or consumer, at the retail store, to thereby retrieve the token data (coupon selection data) from a database, which stores the token data (coupon selection data) under the consumer's account. Claims 45 and 58 suffer from the same deficiencies and are objected to under a similar rationale.

Concerning claim 44, "...**one of** an intranet **and** the Internet" should apparently be -- "...**one** of an intranet **or** the Internet--. Claims 57 and 70 suffer from the same deficiencies and are objected to under a similar rationale.

Regarding claim 74, line 2, "said a web site, should apparently be - -a web site- -

Appropriate corrections are required.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 32, 33, 35, 37-44, 45, 46, 48-57, 58, 59, 61-71 and 75 are rejected under 35 U.S.C. 102(b) as being anticipated by Nichtberger, USP 4,882,675.

As per claims 32, 33, 35, 37-44, 45, 46, 48-57, 58, 59 and 61-70, Nichtberger discloses a system for electronically distributing and redeeming, cents-off merchandise coupons. An electronic display of coupons valid for use in a particular store is presented to customers in that store via a terminal (personal computer). When a customer makes a selection of coupons from the display, coupled to the personal computer, the selection is recorded in a storage medium. The customer is subsequently identified, via an identification means or card (or receipt reminder or token associated with the selection), at a store checkout station as the one who had earlier made the selection. In a preferred embodiment, the identification is made by scanning a special card adapted for use with the system. The items purchased in the store by the customer are recorded and any matches between the coupons selected items, as featured in the selections **(or printed on the receipt reminder or token)**, and the items purchased are determined electronically. Then the store checkout system totals the individual incentives related to each matched item currently in the customer's order to generate an accumulative incentive (generating a purchase incentive or accumulative incentive based on the individual matches between the purchased items and the selected coupon items presently in the customer's order), which is

immediately credited in accordance with the terms of the matched coupons to the customer's purchase. Redeemed coupons are periodically cleared electronically.

A local unit 20 (personal computer) of fig. 1, associated with a point-of-transaction and coupled over a network to a central computer or main computer or operation center database storing coupon data, presents to the customer an electronic display of coupons available for selection by the customer when the customer insert a special card into the local unit 20 to identify himself. **The card may include a UPC code, which identifies the user and a magnetic stripe on which information (about the selected coupons) can be recorded. The customer then selects the coupons, which he or she wishes to redeem later. The CDR (coupon distribution and redemption) unit 20 records the selection and makes information identifying the customer and the selected coupons available to each of the checkout stations, which comprise the checkout system 18 of a supermarket. A receipt or a token, identifying the selected coupons, may be printed for the user's convenience. Here, it is understood that the receipt is simply a reminder, but not a coupon per se (col. 5: 1-16).**

After the user has made his or her purchases, during a transaction at a participating retailer or supermarket, he or she goes to one of the checkout stations and presents his or her special (proprietary) card, having encoded thereon the customer's identification data and other information (related to the customer's coupon selection at the display or local unit 20), to the attendant at the station. The attendant causes the card to be read by a suitable card reader (such as a UPC card scanner) and the checkout system 18 of fig. 1 then automatically credits the customer for the coupons, selected earlier at the display and recorded in a database, he had earlier selected where there are corresponding purchases against which the coupons are to be

applied or when a purchased product in the customer's order matches a selected coupon item as read from the database **(or from the receipt reminder or from data encoded on the special card) (receiving a token or special card, having encoded thereon the customer's identification and other information at a checkout and generating a purchase incentive or cumulative incentives by totaling individual incentives related to each selected coupon item in the customer's order and applying the cumulative incentives on the customer's purchase- Col. 5: 17-25).**

Thereafter, information regarding the redeemed selected coupons is transmitted to the central processing unit 16 (or main computer or clearinghouse) of fig. 1, which then automatically debits the manufacturer who distributed or provided the coupons in the first place and credits the supermarket or retailer corresponding to the local station 10 at which the coupon (selected coupons) was redeemed (compensating the retailer for honoring or redeeming the selected coupons- Col. 5: 26-31). Hence, in the preferred embodiment, selection (distribution), redemption and clearing are accomplished automatically without handling of paper coupons by customer or store and thus without the possibility of the types of fraud which now plague the industry (col. 5: 32-37).

See col. 5: 46 to col. 6: 28; col. 10: 51 to col. 11: 34

Further, during the customer's interaction with the coupon display 20 and coupon selection, after the last screen is presented and a user decision made, an "account choice" record or file (for the purpose of storing the customer's coupon selection) is created in a database **and a receipt or shopping list may be printed. The receipt or token, which is not a coupon per se,**

includes a receipt number, the product name, size and the savings amount. The printed receipt is used as a reminder to shoppers and can also be used to identify the users of cards, which are not special cards at checkout time during a redemption process. If a special card is used, a notation to that effect including the period of such use is magnetically recorded on the card memory for future use during a coupon selection transaction and to thereby measure the coupon and redemption effectiveness. The customer's coupon selections are entered in a database file for permanent storage and later retrieval during a redemption process at a supermarket (Col. 11: 35-45).

In general, coupon selection information is reported via a communications link or network (LAN or WAN or Intranet) to the local processor (for storage and later retrieval), which controls the store's automated checkout system. This facilitates a subsequent retrieval and comparison of coupon selected items (coupons selected) to purchased items before individual incentives related to matched items in the customer's order can be added, during a redemption, and applied to the customer's purchase (col. 11: 46-50). .

During the introductory period, customers without a special card will instead be allowed to utilize selected cards having a magnetic stripe to activate the CDR unit or display 20 during a coupon selection transaction. **In this case, the number printed on the receipt or coupon selection reminder (token) can have operational significance if the receipt does not bear the account number and if the card does not display the account number in UPC code format.** The customer shops at a supermarket by purchasing items and proceeds to the supermarket checkout station. Since the reminder (token) bears the number under which the customer's selections are filed or recorded by the CDR unit 20 in a database, it (token) is presented at

checkout time in lieu of the special card to thereby retrieve from the database the customer's stored coupon selection, during a redemption, and to compare coupon items to purchased items and to effect a redemption, as described above (col. 11: 51-63; col. 13: 65 to col. 14: 7).

See col. 15: 27-43; col. 17: 30 to col. 18: 41.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a), which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

Claims 34, 47, 60 and 71-76 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nichtberger, USP 4,882,675.

As per claims 34, 47 and 60, although Nichtberger discloses adding or totaling individual incentives, associated with selected coupon items, based on the number of selected coupon items present in the customer's order during a transaction and applying the total individual incentives to the customer's purchase (See above), however, Nichtberger does not expressly teach applying the incentives in a subsequent transaction or shopping trip.

However, it is common practice in the art for a manufacturer or retailer to provide one or more discount coupons or cumulative incentives, during a single shopping at a retail store, to a customer based on whether or not one or more coupon items or triggering items are bought by the customer or based on the amount of money spent by the customer during the transaction, wherein the one or more discount coupons or cumulative incentives (generated voucher) are issued on a medium and redeemable on a subsequent shopping trip (See at least the "Off" Patent cited in the conclusion section).

"Official Notice"

Therefore, an ordinary skilled artisan would have been motivated at the time of the invention to incorporate the publicly disclosed information ("Official Notice"), as shown above, into the system of Nichtberger so as to identify a customer at a checkout in a retail store, during a transaction including a redemption, and retrieve from a database coupon data (token data) selected earlier by the customer and stored in the database in order to determine if one or more items in the customer's purchase match one or more items related to the selected coupon data as read from the database and to add up or total individual incentives associated with one or more selected and matched coupon items, based on the number of selected coupon items present in the

customer's order during a transaction, which yields to an accumulated purchase incentive (generating a purchase incentive) and to finally provide the (accumulated) purchase incentive or accumulated incentives, redeemable on a subsequent shopping trip, to the identified customer via a medium useful during the future or delayed redemption, thereby luring the customer back to the retail store or an associated POS to redeem the accumulated incentives, while buying more products and spending more money at the retail store checkout or associated POS, which in the end helps increase the retailer's business bottom line.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a), which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

Claims 72-74 and 76 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nichtberger, USP 4,882,675 in view of Barnett, USP 6,321,208.

As per claims 72-74 and 76, Nichtberger does not expressly disclose using a personal computer or a terminal, located at home or outside the retail store, to log onto a web site of the main computer or operation center central computer prior to transmitting promotional data (the personal computer remotely accesses the central computer or main computer to select coupon data....).

However, Barnett discloses a system for distributing in an interactive manner over a computer network or the Internet by an online service provider 2 of fig. 1 electronic coupons (Virtual coupons) received from coupon issuer 14 or coupon distributor 16 to registered users using remote computers 6 of fig. 1 wherein a central repository or database 40 of fig. 6 associated with online service provider 2 stores electronic coupon packages and a database file 42 stores users' demographic data or profile data (name, address, income, etc.,), provided by the users during an online registration process with the online service provider 2, and survey responses given by the users. First, using a home personal computer, a user initially visits the online service provider 2 web site and downloads or accesses generic or untargeted electronic coupons or coupon data stored in database 40 and the demographic data collected from the user during the initial visit (registration process) are used to target specific coupon data packages for subsequently downloading by the user. It is further understood that those specific coupon data packages generated for the user or specific user are stored in the database 40 of the online service

provider 2 along with uniquely created user-specific identification indicia uniquely identifying the user or customer using or participating in the online coupon distribution system (col. 7: 55 to col. 8: 5; Claim 1 of the current reference). Once the user joins the online coupon distribution system subsequent to the registration process during the initial visit, the user can connect or access or log into, by inputting via a keyboard his identification number or user-specific ID and/or login name, the online service provider 2 system having an associated web site where the said user can download (request) from database 40 of the online service provider 2 targeted coupon data, specifically directed to his attention, to his personal computer 6 where the coupon data can be stored in a local database 30 of fig. 2 or used by the user to print one or more coupons 70 as shown in fig. 5 using a printer 8 attached to the user's computer 6 (col. 8: 22-37; col. 8: 46-47; col. 6: 50 to col. 7: 11; col. 9: 33-52). The one or more printed coupons are presented for redemption in the normal or conventional fashion by the specific user or customer when shopping at a desired retailer. Following the redemption process, **subsequent to validating the presented coupons and applying the coupon values to the customers' transactions when the required products are purchased,** the redeemed coupon data are transmitted by the desired retailer to a coupon redemption center 13 where they are electronically read and the user-specific data are recorded in a coupon redemption database (D/B) 12. Additionally, the user's transaction data including the redeemed coupon data (redemption data) are provided to the coupon issuers (manufacturers) 14 and coupon distributors 16 of fig. 1 for integration into further marketing analysis (the retail location or the store 10 has means for gathering coupon data, electronically received from the online service provider 2 on behalf of specific customers, and means for forwarding redeemed coupon data to manufacturers or issuers 14 used to update their database

and generate new targeted coupon packages for particular or identified customers associated with the redeemed coupon data); In other words, the coupon issuers 14 and coupon distributors 16 of fig. 1 utilize the user-specific data (coupons deleted, coupon printed and demographic data) along with the redemption data to update their database and generate or compile subsequent coupon packages targeted specifically or directed to the user's attention (using redemption data to update the user's virtual coupons or electronic coupons) (See abstract; col. 6: 58-65; col. 7: 12-20; col. 7: 45-55;**col. 11: 39-43**).

In another embodiment, the printable coupon data generation routine 32d combines all this information and generates a record indicative of the unique coupon to be printed. This record is temporarily stored in the output buffer 28, where it is subsequently sent to the printer 8 for printing. **In the alternative, the coupon may be redeemed electronically by sending the coupon data in the** output buffer via the data communications interface 20 (Internet) back to the online service provider 2. This is especially useful in the "electronic shopping mall" environment now found in many online services. **The electronic coupon data, related to coupons selected by the user, could also be routed via the data communications interface 20 to a retail store where the user will be shopping, where the coupon data is held in a buffer or database pending purchase by the user of the matching product** (col. 11: 29-42).

Therefore, an ordinary skilled artisan, implementing the system of Nichtberger, would have been motivated at the tine of the invention, without reading the Instant Application, to incorporate the coupon distribution system of Barnett into the Nichtberger's system so as to

enable a user to use a home personal computer to remotely access, upon logging, a web site (interface) related to the central computer (main computer) over a communication link or the Internet to select promotional coupons stored in the central computer database, wherein printable generated coupon data corresponding to the user's selections are electronically transferred to a redemption retail store database for permanent storage pending the purchase by the user of one or more matching products when the user identifies himself via a customer's loyalty card, thereby allowing millions of users to select in real-time promotional coupons, stored in the central computer database, by remotely accessing the central computer over a communication link or the Internet on a twenty-four hours, seven days a week and 365 days a year basis regardless of their geographic locations, while receiving redeemed coupon data from the redemption stores in real-time.

Response To Applicant's Arguments

First, the Examiner's comments recorded under the "General Comments" section are still maintained. Further, the cited portion of the specification, page 24: 7-9, does not clearly recite **that the token is not a coupon**. It appears rather that the referred portion is consistent with the Examiner's comments or interpretation.

Second, concerning the Claim Objections to claims 44, 57 and 70, the Applicant's remarks are confusing. Here, although the Applicant disagrees with the Examiner's position, however, the Applicant reports that **"one of an intranet or the Internet"**, as suggested by the

Examiner, is a proper Markush recitation or construction. Further, the Internet (Inter Network) encompasses an Intranet. Thus, the Claim Objection is maintained.

Third, Applicant's arguments regarding the 102 rejection are very broad in nature. For example, Applicant contends that the in-store terminal disclosed by Nichthberger does not anticipate the claimed personal computer. However, the Examiner respectfully and completely disagrees with the Applicant's findings. Indeed, the in-store terminal or kiosk, adapted to receive coupon data from an operation center central computer over a computer network (LAN, WAN, Intranet, MAN, etc.), is a PC or a personal computer having a CPU for processing capabilities, a display unit, storage means, input and output means, as an ordinary skilled artisan would have concluded upon reading the referenced prior art (See at least fig. 1). Further, it appears that the Applicant's arguments are based in part on limitations from the specification that are not necessarily claimed. To this end, although the Examiner interprets the claims in view of the specification, however, limitations from the specification are not read into the claimed invention.

Four, regarding the 103(a) rejection, Applicant argues that the Examiner interpreted the receipt of a discount with the generation of a purchase incentive based on discount items associated with the purchase transaction with the claimed **token**. However, the Examiner disagrees with the Applicant's conclusion. In the Office Action, the customer's card, having encoded thereon the customer's coupon selections, or the receipt or reminder associated with the coupons selected via the personal computer or terminal is indeed interpreted as the claimed token, but not the generation of the purchase incentive itself. Further, the Examiner considers the totaling of individual discounts associated with one or more required purchased items as read from the database and/or the customer's card or token as the claimed generation of a purchase

incentive (applying the cumulative discounts to the customer's order....). Additionally, Applicant further argues that the claimed generation of a purchase incentive is in equivalent with a discount applied to a purchase transaction, which is consistent with the Examiner's interpretation or prior art teachings (See pages 6-7 and paragraphs 2 and 3).

Therefore, the Applicant's request for allowance or withdrawal of the last Office Action has been fully considered and respectfully denied in view of the foregoing response since the Applicant's arguments as herein presented are not plausible and thus, the current **Office Action has been made Final.**

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

USP 5,907,830 to Engel discloses an electronic coupon distribution system providing on-line coupon information for a potential consumer using a personal computer connected to a host computer. A potential consumer using a personal computer and a modem connects to a host computer via the Internet or directly. The potential consumer may specify product preferences or search and view coupons of interest to the consumer. The consumer may then download from the host computer coupon information that may be printed on the potential consumer's printer connected to his personal computer. Information identifying the downloaded coupon is coded or encrypted onto the printed coupon to prevent unauthorized reproduction. The coupon distribution system may be used to obtain additional information about the potential consumer for future

marketing purposes. The present invention greatly facilitates and makes economical distribution of coupons or certificates.

USP 5,855,007 to Jovicic discloses an electronic coupon communication system for generating and redeeming unique product discount coupons over public computer networks such as the Internet. The system comprises a first Internet node, an Internet coupon server and an Internet coupon notification center. The Internet coupon server generates a unique Internet coupon using a coupon generation process. The Internet coupon server accepts an on-line selection of one of the available unique Internet coupons from a user of the Internet node and transmits the coupon back to the user's printing device or e-mail storage. It then records the transaction in its coupon database and notifies the transaction to the Internet Coupon Notification Center. The Internet Coupon Notification Center subsequently records the transaction. Furthermore, a coupon redemption center can electronically verify coupon validity and record coupon redemption by communicating with the Internet Coupon Notification Center.

USP 5,812,776 to Gifford discloses a system for providing access to network servers. In particular, the process described in the invention includes client-server sessions over the Internet involving hypertext files. In the hypertext environment, a client views a document transmitted by a content server with a standard program known as the browser. Each hypertext document or page contains links to other hypertext pages, which the user may select to traverse. The user may also access a hypertext page by providing a conventional telephone number or other descriptor.

The server maps such a telephone number or descriptor to a target page identifier using a translation database and automatically directs the client to retrieve the desired page.

USP 5,761,648 to Golden discloses a data processing system for issuing electronic certificates through "online" networks of personal computers, televisions, or other devices with video monitors or telephones. Each electronic certificate includes transaction data and identification data, and can be printed out on a printing device linked to a consumer's personal input device, or electronically stored in a designated data base until a specified expiration date. The certificate can be used for various purposes, including use as a coupon for a discounted price on a product or service, proof of a gift or award, proof of reservation, or proof of payment. Consumers access the data processing system online, browse among their choices, and make their selections. The data processing system provides reports on the selected certificates and their use following selection. Certificate issuers also have online access to the data processing system and can create or revise offers, and provide various instructions pertaining to the certificates, including limitations as to the number of certificates to be issued in total and to each individual consumer.

USP 5,594,493 Nemirofsky discloses a smart card is disclosed which includes an optical receiver for receiving promotion data encoded in a television signal and transmitted through a cathode ray tube of a television. The smart card also includes circuitry for storing the promotion data and circuitry for executing the promotions associated with the promotion data, including circuitry for displaying a promotion in the form of a UPC code on an LCD display. The smart

card further includes circuitry for interacting with a user through the LCD display and a plurality of buttons.

USP 5,420,608 to Choi discloses a display system, which includes storage for receiving a compressed pixel image manifesting at least a pair of encoded colors and a bit MASK that defines which pixels of a pixel subset of the pixel image receive one of the colors. The system comprises a plurality of memory modules. The pixels in the subset are interleaved in the memory modules. A generator is provided for applying signals to cause data to be written into each of modules in parallel. Register means are provided for applying data manifesting the encoded colors to the modules. Control apparatus is responsive to the MASK bits for controlling the generator to write the encoded color data, in parallel and in a single memory cycle, into all pixel positions of the subset that are designated for the color(s) by MASK bit position values.

USP 5,380,991 to Valencia discloses system and method of allowing a shopper to obtain the benefit of reduced prices for certain items without the necessity of redeeming paper coupons is described, The system employs an integrated circuit (IC) smart card containing an erasable memory therein. This memory would contain information relating to a discount coupon amount, as well as information relating to particular products, which have been purchased. This card would be inserted into a reader/writer terminal provided at a retailer's checkout counter. Items which are purchased are scanned and compared with items to be discounted as well as the information provided by the customer IC smart card. After the cashier has totaled the customer's purchases, the information contained in the IC smart card would be altered accordingly.

USP 5,173,851 to Off discloses a system for creating discount coupons in response to the purchases of products. Improvements disclosed include the printing of a "negative" coupon in response to the failure to purchase a particular product, and the printing of a coupon in response to the purchase of multiple triggering items, either without limitation as to the identification of the items, or with the requirement that the items fall into a predefined trade group. Other features of the invention permit the use of instantly redeemable "coupons," such that an instant discount is applied to a customer bill rather than having a coupon printed, and the logging, without printing, of possible coupon printings for statistical purposes.

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (571) 272-6719. The aforementioned can normally

be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (571) 272- 6724.

Non-Official- 571-273-6719.

Official Draft : 571-273-8300

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JDJ